Tourism Spending in Louisiana Parishes 2018

Prepared for

Louisiana Department of Culture, Recreation and Tourism

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HOSPITALITY RESEARCH CENTER

Defining Tourism Opportunities

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This report was prepared by **Heidi Charters,** Research Analyst in the Hospitality Research Center (HRC) at The University of New Orleans (UNO). Special recognition is given to **Karen Brakel,** Project and Budget Coordinator, **Mohammed Hossain**, Project Manager, **Maria Ortiz**, Research Analyst, and **Brendon Smith** and **Brad Smith,** Student Research Assistants for their collaboration. Special gratitude goes to **John A. Williams, Ph.D.**, Dean of the College of Business Administration, and Director of the Hospitality Research Center, for his valuable contribution to this project.

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Introduction

Representatives of the Louisiana Department of Culture, Recreation and Tourism (CRT) contracted with the Hospitality Research Center (HRC) at The University of New Orleans (UNO) to prepare a comprehensive study of visitor spending in the state of Louisiana. The purpose of this report is to provide the economic activity of people who visited the state of Louisiana during the calendar year 2018. This economic analysis comprises spending, earnings, employment, and state and local tax revenues for each parish in the state of Louisiana.

Methodology

Assumptions

The methodology is guided by the following assumptions:

- Data for personal income, wages and salaries, employment, and GDP by metropolitan area and by parish produced by the Bureau of Labor Statistics (BLS), the Bureau of Economic Analysis (BEA), and the Louisiana Workforce Commission (LaWorks) is considered a valid representation of tourism activity within the state.
- Hotel activity data provided by Smith Travel Research (STR) is considered a valid indicator of market size and growth trends for individual areas in the state of Louisiana.
- Tourism indicators in the Rest of the State move at different rates than those for the New Orleans area.
- The estimates of economic activity, measured by visitation, spending, earnings, employment, and taxes are projected using a different methodology from that of years prior to 2016.
- The quality of the analysis and final study is contingent upon the quality of data collected.
- Tourism measurements presented in this report are estimated based on the best data available, including historical information and current tourism indicators derived from primary and secondary data collection. Estimates continue to be refined as new information is released (e.g., new hotel information, flights indicators, fluctuations in employment and GDP, changes in income, etc.). The estimates also change based on new, exogenous factors including perceptions and changes in legislation. Therefore, the data and methodology used in this study are continually revised. Since additional data relating to travel becomes available subsequent to the study, the HRC reserves the right to annually revise estimates included in current and prior analysis.

Data Analysis

Spending, visitation, employment, earnings, taxes, and other tourism indicators were determined from current and historical indicators of tourism activity in the Louisiana region. The data used for this analysis includes:

- Airport passenger and capacity statistics
- Casino revenue, admissions, and taxes
- Convention hotel booking patterns
- Economic indicators, including GDP, inflation, and multipliers
- Employment, wages, and income statistics
- External reports supported by the Louisiana Office of Tourism
- Hotel activity including occupancy rate, room rate, room inventory, revenue, and taxes
- Hotel and visitor survey data files
- International visitation indicators
- Louisiana Welcome Centers, State Historic Sites, and State Parks visitation statistics
- Past relationships between visitor measurements and spending
- Past reports containing visitation and spending estimates
- Population estimates and characteristics
- Overall sales tax data
- Other external information available to the HRC

Visitation

Total visitation was estimated using data from visitor survey files available to the HRC, TNS panel survey data, travel statistics, and historical data. Since TNS includes domestic visitation only, the analysis was corrected to include foreign visitation.

Total visitation was calculated based on visitor type and segment. The four types of visitors defined in this study include hotels guests, visitors who stayed with friends or relatives, visitors who stayed in other accommodations, and people who only came for the day (daytrippers). Other accommodations include lodging arrangements such as timeshares, condominiums, apartments, Bed and Breakfasts, hostels, private home rentals, RVs, campgrounds, cruise ships, and any other types of paid temporary housing.

The total number of visitors who chose to stay in hotels was determined from the number of hotel rooms and occupancy rates as reported by STR. An adjustment, estimated from a hotel survey, was incorporated to exclude local residents who decided to vacation in the city and stayed in hotels. The proportions of overnight visitors who stayed with friends or relatives, in other accommodations, and daytrippers were obtained from visitor survey results, travel statistics, and historical data. The HRC then combined the results for each type of visitor and determined the total visitation by segment. The two segments defined in this analysis include *New Orleans* and the *Rest of the State*. Areas in the *Rest of the State* were analyzed as a whole

since the number of observations from TNS data does not allow for an analysis of individual markets. The values for both segments were added together to determine total visitation to Louisiana.

Spending

Total visitor spending was determined from average individual trip expenditures of travelers to the state of Louisiana. Visitor expenditures were categorized by travel related categories including lodging, restaurants/meals, bars/nightclubs, local transportation, recreation/ entertainment, shopping, gambling, and other spending not included in the aforementioned categories. Similar to visitation, New Orleans average trip spending was estimated from visitor survey data available to the HRC, along with historical and future measurements. TNS survey data was used to determine the average visitor trip spending for regions in the Rest of the State. In order to get more representative results, extreme spending outliers were omitted from the analysis. Average individual trip expenditures were then multiplied by the number of visitors, estimated from the previously defined methodological steps, to determine total visitor spending in the state of Louisiana.

Spending at the 64-parish level was estimated from total visitor spending in the state as a whole. For this analysis, parishes were grouped by Metropolitan Statistical Area (MSA) as defined by the BEA. The areas include New Orleans-Metairie (MSA), Baton Rouge (MSA), Houma-Thibodaux (MSA), Lafayette (MSA), Lake Charles (MSA), Alexandria (MSA), Shreveport-Bossier City (MSA), Monroe (MSA), and Hammond (MSA). Spending for each MSA was estimated as a ratio of total visitor spending in the state. The ratios for the MSA analysis were determined from gross domestic product (GDP) by MSA as a proportion of the state's total GDP. The GDP used for this analysis corresponds to arts, entertainment, recreation, accommodation, and food services produced by the BEA. Spending for each parish was then estimated as a proportion of each MSA spending. The ratios for the parish analysis were determined from personal income by parish as a proportion of the MSA total personal income. The personal income applied to this analysis corresponds to the BEA's personal income by major component and earnings for accommodation and food services. It is important to note that the most current BEA data available at the MSA and parish level corresponds to 2017. Official data from the BEA is released approximately seven months after the end of the calendar year. Wages and salaries produced by the BLS, along with STR statistics, were incorporated into the 2018 analysis to estimate more recent GDP and personal income data at the MSA and parish levels. Even though data for both tourism employment and personal income/wages was analyzed, it was ultimately decided that personal income/wages were better indicators of tourism activity in each area.

New and revised data from the BLS and BEA for prior years caused revisions to 2016 and 2017 calculations which are reflected in the tables.

Earnings and Employment

The economic activity associated with visitor spending statewide, measured by total direct *earnings* and *employment*, was estimated using total direct visitor spending, along with the most recent (2017) IMPLAN multipliers. An adjustment for inflation was included to account for the 1-year lag in the multipliers data. *Direct earnings* are defined as the compensation of employees plus the net earnings of sole proprietors and partnerships across different employment industries, including non-tourism related sectors. The 2017 IMPLAN edition reduced the amount of earnings expected to be generated in some visitor supported industries as economic structure shifts occur. *Direct Employment* represents the number of direct jobs created or supported by visitor spending across different employment industries, including non-tourism related sectors. These definitions differ from government's employment and income statistics in that only people who work in the leisure and hospitality industry are included in government data. Similar to spending, indicators of GDP, personal income, wages and salaries, and employment were used to determine employment and earnings at the 64-parish level.

Taxes

Tax revenues are generated for federal, state, and local governments by visitor spending in the state of Louisiana. Tax revenue estimates presented in this study measure only state and local taxes. Federal taxes are not part of the analysis.

Similar to spending, the analysis includes only direct taxes. Direct revenue includes taxes that visitors pay to state and local governments directly. Examples include occupancy taxes paid on hotel rooms, and sales taxes paid on retail purchases, including food and drinks. The direct tax revenue in this analysis was measured by current lodging, sales, and gambling taxes. In 2017, lodging taxes were revised to include tax revenue collected from both hotels and short term rentals. The tax revenue at the 64-parish level was derived from spending, tax rates at the parish and state levels, personal income, wages and salaries, employment, and GDP.

Travel Indicators

Other tourism indicators in this analysis include total and leisure employment, hotel capacity and demand, convention roomnights, airport capacity and passengers, casino activity, and visitation at state parks, state historic sites, and welcome centers. When considering measures of activity at casinos, state parks, state historic sites, and welcome centers, all sites were included, despite their availability during the timeframe of the analysis. New facilities, and those closed, are analyzed since an opening or closure is considered a measurement of tourism activity. In addition, hotel demand, as measured by STR, does not include casino hotels. Therefore, there is more hotel activity in the state than presented in this analysis

All travel indicators are analyzed based on ratios to present a comparison among all factors. This methodology allows for an evaluation between several statistics that are defined by different measurement units. This analysis is available for all areas and for the state as a whole. For smaller

markets, other indicators of tourism and economic activity are included. The growth of each indicator is estimated as a ratio of current estimates over the same indicator measured in the prior three years (2010 to 2012). Each graph contains the annual average of each indicator's ratio presented by area. These indicators are essential to measure the growth of the tourism industry as a whole.

Summary of Results

It is important to note that all historical spending figures presented throughout the report are not adjusted for inflation. Although the growth in visitor spending can be credited to visitors staying longer and spending more money, the increment can also be partially attributed to higher costs.

It is important to note that all projections presented in this analysis include both domestic and international visitation. In addition, the economic activity measured by spending, earnings, employment, and taxes includes only the direct activity; therefore, the indirect and induced effect generated by visitors is not included. When available, comparisons are offered with results from the same period in prior years. Totals in some tables may not add up due to rounding.

Metropolitan Statistical Areas

Table 5: Direct Spending by Metropolitan Area (Domestic and Foreign Visitors)

Metropolitan Statistical Area	Spending (Millions)			
	2016	2017	2018	GR*
New Orleans-Metairie (MSA)	$7,412	$7,505	$8,314	11%
Baton Rouge (MSA)	$1,338	$1,398	$1,368	-2%
Houma-Thibodaux (MSA)	$247	$235	$253	8%
Lafayette (MSA)	$641	$616	$671	9%
Lake Charles (MSA)	$781	$769	$760	-1%
Alexandria (MSA)	$170	$170	$169	0%
Shreveport-Bossier City (MSA)	$955	$933	$1,001	7%
Monroe (MSA)	$211	$214	$223	4%
Hammond (MSA)	$133	$139	$151	9%
Total State	**$11,888**	**$11,978**	**$12,909**	**8%**

**Growth rate. Spending figures are not adjusted for inflation.*

- Similar to last year, the New Orleans-Metairie MSA, followed by the Baton Rouge MSA, had the largest visitor spending figures at $8.3 billion and $1.4 billion, respectively. The metropolitan areas with the largest growth rate include New Orleans (11%), Lafayette and Hammond (both at 9%). Baton Rouge (-2%) and Lake Charles (-1%) experienced the only decrease in visitor spending during 2018.

Table 6: Direct Employment and Earnings by Metropolitan Area

Metropolitan Statistical Area	Earnings (Millions)					Employment (Thousands)			
	2016	2017	2018	GR*		2016	2017	2018	GR*
New Orleans-Metairie (MSA)	$2,835	$2,565	$2,837	11%		106.2	106.8	118.7	11%
Baton Rouge (MSA)	$512	$478	$467	-2%		19.2	19.9	19.5	-2%
Houma-Thibodaux (MSA)	$94	$80	$86	8%		3.5	3.3	3.6	8%
Lafayette (MSA)	$245	$210	$229	9%		9.2	8.8	9.6	9%
Lake Charles (MSA)	$299	$263	$259	-1%		11.2	10.9	10.8	-1%
Alexandria (MSA)	$65	$58	$58	-1%		2.4	2.4	2.4	0%
Shreveport-Bossier City (MSA)	$365	$319	$341	7%		13.7	13.3	14.3	8%
Monroe (MSA)	$81	$73	$76	4%		3.0	3.0	3.2	5%
Hammond (MSA)	$51	$47	$51	8%		1.9	2.0	2.1	9%
Total State	**$4,547**	**$4,095**	**$4,405**	**8%**		**170.4**	**170.4**	**184.3**	**8%**

**Growth rate. Spending figures are not adjusted for inflation.*

- In terms of earnings and employment generated by visitor spending, the top areas include New Orleans at $2.8 billion in direct earnings and close to 119,000 direct jobs, followed by Baton Rouge at $467 million in direct earnings and around 19,500 direct jobs. Shreveport contributed $341 million in direct earnings and about 14,300 direct jobs, while Lake Charles generated $260 million in earnings and just under 11,000 jobs.

Table 7: Direct State and Local Tax Revenue by Metropolitan Area

Metropolitan Statistical Area	State Taxes (Millions)				Local Taxes (Millions)			
	2016	2017	2018	GR*	2016	2017	2018	GR*
New Orleans-Metairie (MSA)	$441	$449	$475	6%	$355	$360	$389	8%
Baton Rouge (MSA)	$123	$131	$127	-3%	$48	$50	$49	-3%
Houma-Thibodaux (MSA)	$23	$22	$23	7%	$9	$8	$9	7%
Lafayette (MSA)	$59	$58	$62	8%	$23	$22	$24	8%
Lake Charles (MSA)	$72	$72	$70	-2%	$28	$28	$27	-2%
Alexandria (MSA)	$16	$16	$16	-2%	$6	$6	$6	-1%
Shreveport-Bossier City (MSA)	$88	$87	$93	6%	$35	$33	$36	6%
Monroe (MSA)	$20	$20	$21	3%	$8	$8	$8	4%
Hammond (MSA)	$12	$13	$14	7%	$5	$5	$5	8%
Total State	**$854**	**$868**	**$900**	**4%**	**$517**	**$520**	**$552**	**6%**

**Growth rate. Spending figures are not adjusted for inflation.*

- The top metro areas in terms of government revenue include New Orleans which generated $475 million in direct state taxes and $389 million in direct local taxes, followed by Baton Rouge at $127 million in state taxes and $49 million in local taxes. The next areas include Shreveport at $93 million in state taxes and $36 million in local taxes, and Lake Charles which accounted for $70 million in state taxes and $27 million in local taxes.

Parishes

Table 8: Direct Spending, Earnings, and Employment by Parish

Parish	Spending (Millions)				Earnings (Millions)				Employment (Thousands)			
	2016	2017	2018	GR*	2016	2017	2018	GR*	2016	2017	2018	GR*
Acadia	$27.06	$27.91	$30.76	10%	$10.35	$9.54	$10.50	10%	0.39	0.40	0.44	11%
Allen	$14.74	$14.58	$11.62	-20%	$5.64	$4.98	$3.97	-20%	0.21	0.21	0.17	-20%
Ascension	**$160.28**	**$185.13**	**$183.30**	**-1%**	**$61.31**	**$63.28**	**$62.55**	**-1%**	2.30	2.63	2.62	**-1%**
Assumption	$2.79	$3.11	$2.91	-6%	$1.07	$1.06	$0.99	-6%	0.04	0.04	0.04	-6%
Avoyelles	$9.67	$11.23	$12.14	8%	$3.70	$3.84	$4.14	8%	0.14	0.16	0.17	9%
Beauregard	$27.11	$27.21	$25.21	-7%	$10.37	$9.30	$8.60	-8%	0.39	0.39	0.36	-7%
Bienville	$5.01	$5.74	$6.51	13%	$1.92	$1.96	$2.22	13%	0.07	0.08	0.09	14%
Bossier	**$335.32**	**$328.52**	**$360.05**	**10%**	**$128.27**	**$112.30**	**$122.85**	**9%**	**4.81**	**4.67**	**5.14**	**10%**
Caddo	**$389.17**	**$381.58**	**$401.69**	**5%**	**$148.87**	**$130.43**	**$137.07**	**5%**	**5.58**	**5.43**	**5.73**	**6%**
Calcasieu	**$714.56**	**$701.91**	**$698.12**	**-1%**	**$273.34**	**$239.93**	**$238.21**	**-1%**	**10.24**	**9.98**	**9.97**	**0%**
Caldwell	$0.73	$0.66	$0.66	1%	$0.28	$0.22	$0.23	1%	0.01	0.01	0.01	1%
Cameron	$2.40	$2.32	$2.15	-7%	$0.92	$0.79	$0.73	-8%	0.03	0.03	0.03	-7%
Catahoula	$1.56	$1.50	$1.49	-1%	$0.60	$0.51	$0.51	-1%	0.02	0.02	0.02	-1%
Claiborne	$2.41	$2.14	$2.46	15%	$0.92	$0.73	$0.84	15%	0.03	0.03	0.04	15%
Concordia	$6.65	$6.07	$5.75	-5%	$2.55	$2.08	$1.96	-5%	0.10	0.09	0.08	-5%
De Soto	$10.52	$10.97	$11.85	8%	$4.03	$3.75	$4.05	8%	0.15	0.16	0.17	8%
East Baton Rouge	**$929.49**	**$948.59**	**$920.29**	**-3%**	**$355.55**	**$324.25**	**$314.02**	**-3%**	**13.32**	**13.49**	**13.14**	**-3%**
East Carroll	$1.81	$2.16	$1.91	-12%	$0.69	$0.74	$0.65	-12%	0.03	0.03	0.03	-12%
East Feliciana	$5.69	$5.77	$5.31	-8%	$2.18	$1.97	$1.81	-8%	0.08	0.08	0.08	-8%
Evangeline	$5.88	$5.79	$6.67	15%	$2.25	$1.98	$2.27	15%	0.08	0.08	0.10	15%
Franklin	$7.12	$6.95	$7.26	5%	$2.72	$2.37	$2.48	4%	0.10	0.10	0.10	5%
Grant	$0.65	$0.67	$0.67	0%	$0.25	$0.23	$0.23	0%	0.01	0.01	0.01	0%
Iberia	$42.50	$41.77	$47.58	14%	$16.26	$14.28	$16.23	14%	0.61	0.59	0.68	14%
Iberville	$25.09	$27.10	$26.32	-3%	$9.60	$9.27	$8.98	-3%	0.36	0.39	0.38	-3%

Parish	Spending (Millions)				Earnings (Millions)				Employment (Thousands)			
	2016	2017	2018	GR*	2016	2017	2018	GR*	2016	2017	2018	GR*
Jackson	$4.05	$4.05	$4.26	5%	$1.55	$1.38	$1.45	5%	0.06	0.06	0.06	6%
Jefferson	**$1,759.70**	**$1,700.02**	**$1,870.05**	**10%**	**$673.13**	**$581.11**	**$638.10**	**10%**	**25.22**	**24.18**	**26.70**	**10%**
Jefferson Davis	$22.25	$23.44	$22.49	-4%	$8.51	$8.01	$7.67	-4%	0.32	0.33	0.32	-4%
Lafayette	**$409.70**	**$392.25**	**$425.53**	**8%**	**$156.72**	**$134.08**	**$145.20**	**8%**	**5.87**	**5.58**	**6.08**	**9%**
Lafourche	$75.43	$71.63	$77.54	8%	$28.85	$24.49	$26.46	8%	1.08	1.02	1.11	9%
LaSalle	$4.37	$4.56	$5.00	10%	$1.67	$1.56	$1.71	10%	0.06	0.06	0.07	10%
Lincoln	$65.24	$68.98	$74.64	8%	$24.96	$23.58	$25.47	8%	0.94	0.98	1.07	9%
Livingston	$115.69	$117.96	$118.60	1%	$44.25	$40.32	$40.47	0%	1.66	1.68	1.69	1%
Madison	$5.77	$5.52	$5.57	1%	$2.21	$1.89	$1.90	1%	0.08	0.08	0.08	1%
Morehouse	$10.39	$9.34	$9.45	1%	$3.97	$3.19	$3.23	1%	0.15	0.13	0.13	2%
Natchitoches	$106.10	$97.02	$101.66	5%	$40.59	$33.16	$34.69	5%	1.52	1.38	1.45	5%
Orleans	**$4,653.01**	**$4,791.51**	**$5,346.66**	**12%**	**$1,779.90**	**$1,637.87**	**$1,824.39**	**11%**	**66.69**	**68.16**	**76.33**	**12%**
Ouachita	**$165.63**	**$169.74**	**$177.83**	**5%**	**$63.36**	**$58.02**	**$60.68**	**5%**	**2.37**	**2.41**	**2.54**	**5%**
Plaquemines	$60.52	$48.95	$52.46	7%	$23.15	$16.73	$17.90	7%	0.87	0.70	0.75	8%
Pointe Coupee	$13.09	$12.93	$13.11	1%	$5.01	$4.42	$4.47	1%	0.19	0.18	0.19	2%
Rapides	$111.41	$110.61	$110.11	0%	$42.62	$37.81	$37.57	-1%	1.60	1.57	1.57	0%
Red River	$4.79	$4.65	$5.52	19%	$1.83	$1.59	$1.89	19%	0.07	0.07	0.08	19%
Richland	$6.91	$7.08	$7.26	3%	$2.64	$2.42	$2.48	2%	0.10	0.10	0.10	3%
Sabine	$8.62	$7.50	$9.73	30%	$3.30	$2.56	$3.32	29%	0.12	0.11	0.14	30%
St. Bernard	$66.36	$58.92	$69.08	17%	$25.38	$20.14	$23.57	17%	0.95	0.84	0.99	18%
St. Charles	$60.37	$60.85	$70.21	15%	$23.09	$20.80	$23.96	15%	0.87	0.87	1.00	16%
St. Helena	$1.08	$1.00	$0.98	-2%	$0.41	$0.34	$0.33	-2%	0.02	0.01	0.01	-1%
St. James	$24.95	$21.53	$25.24	17%	$9.54	$7.36	$8.61	17%	0.36	0.31	0.36	18%
St. John the Baptist	$69.18	$72.18	$75.82	5%	$26.46	$24.67	$25.87	5%	0.99	1.03	1.08	5%
St. Landry	$58.86	$54.37	$59.67	10%	$22.52	$18.59	$20.36	10%	0.84	0.77	0.85	10%
St. Martin	$28.16	$26.26	$29.34	12%	$10.77	$8.98	$10.01	12%	0.40	0.37	0.42	12%
St. Mary	$45.88	$44.93	$46.71	4%	$17.55	$15.36	$15.94	4%	0.66	0.64	0.67	4%
St. Tammany	**$717.56**	**$751.10**	**$804.72**	**7%**	**$274.48**	**$256.75**	**$274.59**	**7%**	**10.28**	**10.68**	**11.49**	**8%**

Parish	Spending (Millions)				Earnings (Millions)				Employment (Thousands)			
	2016	2017	2018	GR*	2016	2017	2018	GR*	2016	2017	2018	GR*
Tangipahoa	$132.69	$138.56	$150.55	9%	$50.76	$47.36	$51.37	8%	1.90	1.97	2.15	9%
Tensas	$0.43	$0.47	$0.47	0%	$0.17	$0.16	$0.16	0%	0.01	0.01	0.01	0%
Terrebonne	**$168.47**	**$159.96**	**$172.65**	**8%**	**$64.45**	**$54.68**	**$58.91**	**8%**	**2.41**	**2.28**	**2.46**	**8%**
Union	$5.34	$5.00	$5.75	15%	$2.04	$1.71	$1.96	15%	0.08	0.07	0.08	15%
Vermilion	$23.26	$22.24	$24.53	10%	$8.90	$7.60	$8.37	10%	0.33	0.32	0.35	11%
Vernon	$31.46	$30.89	$29.50	-5%	$12.03	$10.56	$10.06	-5%	0.45	0.44	0.42	-4%
Washington	$23.55	$23.97	$23.45	-2%	$9.01	$8.19	$8.00	-2%	0.34	0.34	0.33	-2%
Webster	$27.37	$26.33	$26.50	1%	$10.47	$9.00	$9.04	0%	0.39	0.37	0.38	1%
West Baton Rouge	$48.14	$54.68	$56.22	3%	$18.42	$18.69	$19.18	3%	0.69	0.78	0.80	3%
West Carroll	$3.20	$3.00	$2.98	-1%	$1.22	$1.02	$1.02	-1%	0.05	0.04	0.04	0%
West Feliciana	$15.96	$20.45	$19.98	-2%	$6.11	$6.99	$6.82	-2%	0.23	0.29	0.29	-2%
Winn	$4.36	$4.48	$4.67	4%	$1.67	$1.53	$1.59	4%	0.06	0.06	0.07	5%
Total	**$11,888**	**$11,978**	**$12,909**	**8%**	**$4,547**	**$4,095**	**$4,405**	**8%**	**170**	**170**	**184**	**8%**

**Growth rate. Spending figures are not adjusted for inflation. New data released by BEA, BLS and IMPLAN revised 2017 spending and earnings*

- The largest spending generated by visitors to a parish was attributed to Orleans ($5.3 billion), Jefferson ($1.9 billion), East Baton Rouge ($920 million), St. Tammany ($805 million), Calcasieu ($698 million), Lafayette ($426 million), and Caddo ($402 million). Those seven parishes also had the largest contribution of visitor economic activity in terms of earnings and employment.

Table 9: Direct State and Local Tax Revenue by Parish

Parish	State Taxes (Millions)				Local Taxes (Millions)			
	2016	2017	2018	GR*	2016	2017	2018	GR*
Acadia	$2.50	$2.62	$2.85	9%	$0.98	$1.00	$1.09	9%
Allen	$1.36	$1.37	$1.08	-21%	$0.53	$0.52	$0.41	-21%
Ascension	**$14.79**	**$17.35**	**$16.98**	**-2%**	**$5.80**	**$6.62**	**$6.50**	**-2%**
Assumption	$0.26	$0.29	$0.27	-7%	$0.10	$0.11	$0.10	-7%
Avoyelles	$0.89	$1.05	$1.12	7%	$0.35	$0.40	$0.43	7%
Beauregard	$2.50	$2.55	$2.33	-8%	$0.98	$0.97	$0.89	-8%
Bienville	$0.46	$0.54	$0.60	12%	$0.18	$0.21	$0.23	13%
Bossier	**$30.94**	**$30.79**	**$33.34**	**8%**	**$12.12**	**$11.75**	**$12.78**	**9%**
Caddo	**$35.91**	**$35.77**	**$37.20**	**4%**	**$14.07**	**$13.65**	**$14.25**	**4%**
Calcasieu	**$65.93**	**$65.79**	**$64.65**	**-2%**	**$25.84**	**$25.11**	**$24.77**	**-1%**
Caldwell	$0.07	$0.06	$0.06	0%	$0.03	$0.02	$0.02	0%
Cameron	$0.22	$0.22	$0.20	-9%	$0.09	$0.08	$0.08	-8%
Catahoula	$0.14	$0.14	$0.14	-2%	$0.06	$0.05	$0.05	-2%
Claiborne	$0.22	$0.20	$0.23	13%	$0.09	$0.08	$0.09	14%
Concordia	$0.61	$0.57	$0.53	-6%	$0.24	$0.22	$0.20	-6%
De Soto	$0.97	$1.03	$1.10	7%	$0.38	$0.39	$0.42	7%
East Baton Rouge	**$85.76**	**$88.92**	**$85.23**	**-4%**	**$33.61**	**$33.93**	**$32.66**	**-4%**
East Carroll	$0.17	$0.20	$0.18	-13%	$0.07	$0.08	$0.07	-13%
East Feliciana	$0.53	$0.54	$0.49	-9%	$0.21	$0.21	$0.19	-9%
Evangeline	$0.54	$0.54	$0.62	14%	$0.21	$0.21	$0.24	14%
Franklin	$0.66	$0.65	$0.67	3%	$0.26	$0.25	$0.26	4%
Grant	$0.06	$0.06	$0.06	-1%	$0.02	$0.02	$0.02	-1%
Iberia	$3.92	$3.92	$4.41	13%	$1.54	$1.49	$1.69	13%
Iberville	$2.31	$2.54	$2.44	-4%	$0.91	$0.97	$0.93	-4%

Parish	State Taxes (Millions)				Local Taxes (Millions)			
	2016	2017	2018	GR*	2016	2017	2018	GR*
Jackson	$0.37	$0.38	$0.39	4%	$0.15	$0.14	$0.15	4%
Jefferson	**$104.63**	**$101.64**	**$106.78**	**5%**	**$84.32**	**$81.46**	**$87.54**	**7%**
Jefferson Davis	$2.05	$2.20	$2.08	-5%	$0.80	$0.84	$0.80	-5%
Lafayette	**$37.80**	**$36.77**	**$39.41**	**7%**	**$14.81**	**$14.03**	**$15.10**	**8%**
Lafourche	$6.96	$6.71	$7.18	7%	$2.73	$2.56	$2.75	7%
LaSalle	$0.40	$0.43	$0.46	8%	$0.16	$0.16	$0.18	9%
Lincoln	$6.02	$6.47	$6.91	7%	$2.36	$2.47	$2.65	7%
Livingston	$10.67	$11.06	$10.98	-1%	$4.18	$4.22	$4.21	0%
Madison	$0.53	$0.52	$0.52	0%	$0.21	$0.20	$0.20	0%
Morehouse	$0.96	$0.88	$0.88	0%	$0.38	$0.33	$0.34	0%
Natchitoches	$9.79	$9.09	$9.41	4%	$3.84	$3.47	$3.61	4%
Orleans	**$276.67**	**$286.48**	**$305.30**	**7%**	**$222.96**	**$229.60**	**$250.30**	**9%**
Ouachita	**$15.28**	**$15.91**	**$16.47**	**4%**	**$5.99**	**$6.07**	**$6.31**	**4%**
Plaquemines	$3.60	$2.93	$3.00	2%	$2.90	$2.35	$2.46	5%
Pointe Coupee	$1.21	$1.21	$1.21	0%	$0.47	$0.46	$0.47	1%
Rapides	$10.28	$10.37	$10.20	-2%	$4.03	$3.96	$3.91	-1%
Red River	$0.44	$0.44	$0.51	17%	$0.17	$0.17	$0.20	18%
Richland	$0.64	$0.66	$0.67	1%	$0.25	$0.25	$0.26	2%
Sabine	$0.80	$0.70	$0.90	28%	$0.31	$0.27	$0.35	29%
St. Bernard	$3.95	$3.52	$3.94	12%	$3.18	$2.82	$3.23	15%
St. Charles	$3.59	$3.64	$4.01	10%	$2.89	$2.92	$3.29	13%
St. Helena	$0.10	$0.09	$0.09	-3%	$0.04	$0.04	$0.03	-2%
St. James	$1.48	$1.29	$1.44	12%	$1.20	$1.03	$1.18	15%
St. John the Baptist	$4.11	$4.32	$4.33	0%	$3.32	$3.46	$3.55	3%
St. Landry	$5.43	$5.10	$5.53	8%	$2.13	$1.94	$2.12	9%
St. Martin	$2.60	$2.46	$2.72	10%	$1.02	$0.94	$1.04	11%
St. Mary	$4.23	$4.21	$4.33	3%	$1.66	$1.61	$1.66	3%
St. Tammany	**$42.67**	**$44.91**	**$45.95**	**2%**	**$34.38**	**$35.99**	**$37.67**	**5%**

Parish	State Taxes (Millions)				Local Taxes (Millions)			
	2016	2017	2018	GR*	2016	2017	2018	GR*
Tangipahoa	$12.24	$12.99	$13.94	7%	$4.80	$4.96	$5.34	8%
Tensas	$0.04	$0.04	$0.04	-1%	$0.02	$0.02	$0.02	-1%
Terrebonne	**$15.54**	**$14.99**	**$15.99**	**7%**	**$6.09**	**$5.72**	**$6.13**	**7%**
Union	$0.49	$0.47	$0.53	14%	$0.19	$0.18	$0.20	14%
Vermilion	$2.15	$2.09	$2.27	9%	$0.84	$0.80	$0.87	9%
Vernon	$2.90	$2.90	$2.73	-6%	$1.14	$1.11	$1.05	-5%
Washington	$2.17	$2.25	$2.17	-3%	$0.85	$0.86	$0.83	-3%
Webster	$2.53	$2.47	$2.45	-1%	$0.99	$0.94	$0.94	0%
West Baton Rouge	$4.44	$5.13	$5.21	2%	$1.74	$1.96	$2.00	2%
West Carroll	$0.29	$0.28	$0.28	-2%	$0.12	$0.11	$0.11	-1%
West Feliciana	$1.47	$1.92	$1.85	-3%	$0.58	$0.73	$0.71	-3%
Winn	$0.40	$0.42	$0.43	3%	$0.16	$0.16	$0.17	4%
Total	**$854**	**$868**	**$900**	**4%**	**$517**	**$520**	**$552**	**6%**

**Growth rate. Spending figures are not adjusted for inflation.*

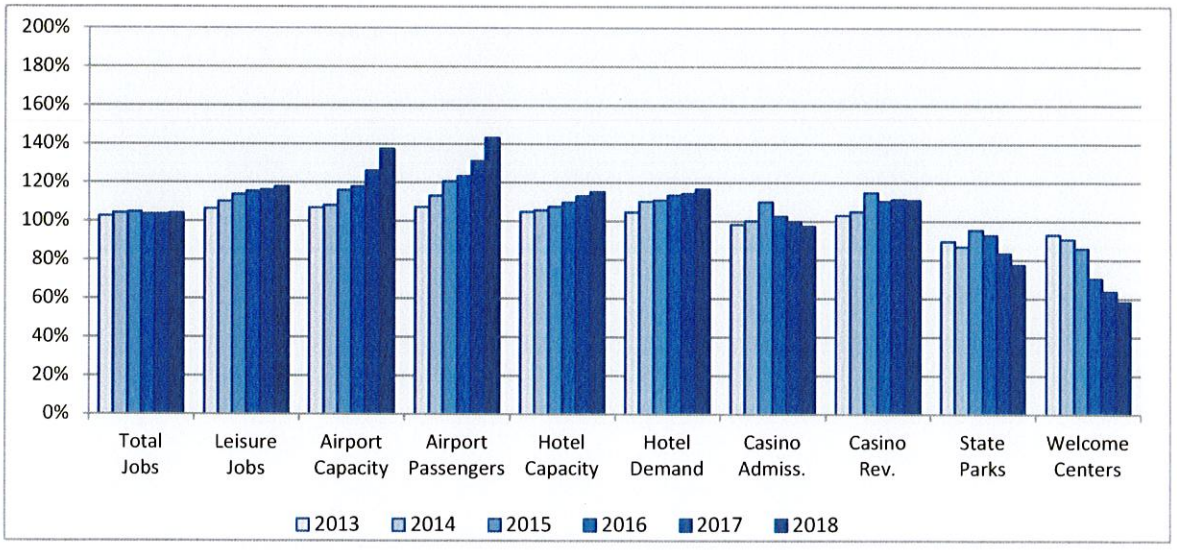
- In term of combined state and local taxes, the largest revenue was generated by visitors to a parish in Orleans ($556 million), Jefferson ($194 million), East Baton Rouge ($118 million), Calcasieu ($89 million), St. Tammany ($84 million), Lafayette ($55 million), and Caddo ($51 million).

Travel Indicators

The following section summarizes key tourism or travel indicators by major metropolitan area. The benchmark in the following graphs is the average of the 3 prior years (Calendar years 2010-2012). The ratio of each indicator is estimated as a ratio of monthly figures recorded during the benchmark years. These indicators are essential to measure the growth of the tourism industry as a whole. Although total visitation and spending have increased steadily, other tourism indicators have moved at a different pace and sometimes in a different direction.

The indicators include employment, activity at airports, hotels, and casinos, and visitation to state parks and welcome centers. Employment is comprised by total nonfarm and leisure employment, as defined by the BLS. Airport activity is measured by the number of passenger boarding an aircraft (enplanements) and daily airplane seat capacity. Hotel capacity includes the number of rooms available, while hotel demand indicates the number of rooms sold or rented per night (roomnights). Casino activity is measured by admissions and revenue, while state parks and welcome centers are measured by total visitation. Statistics for State Parks include visitors to State Historic Sites.

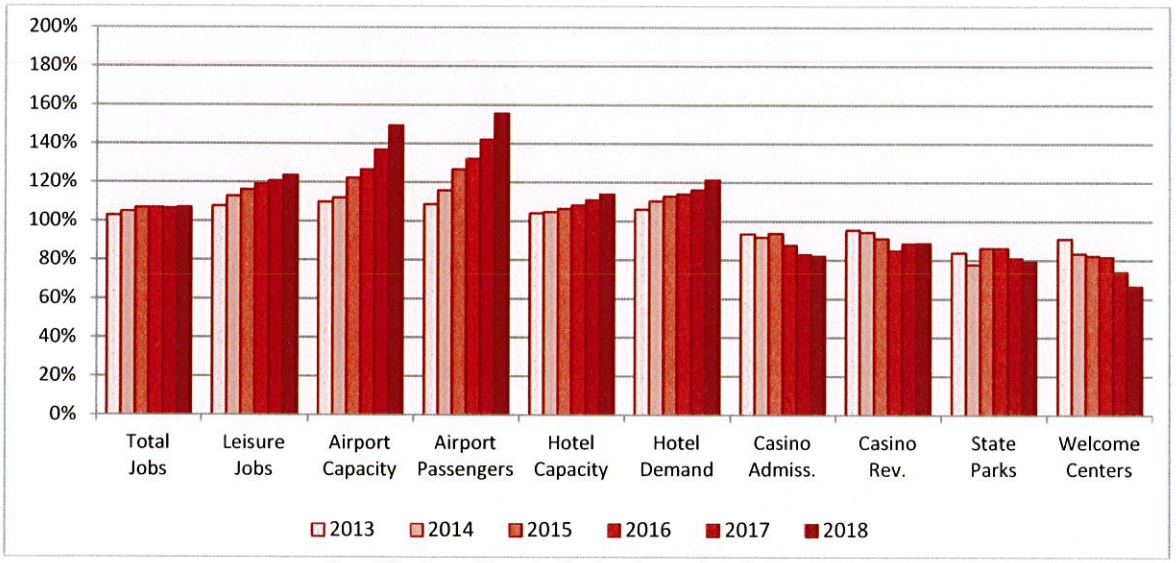
Figure 4: Louisiana Travel Indicators (100%=Average 2010-2012)



- Leisure employment continues to outpace total employment in terms of growth rate. During 2018, total jobs remained stable at 104%, while leisure employment increased modestly to 116% from 118%. Airport capacity and passengers have the fastest trajectory in 2018. Capacity and passengers increased to 137% and 143%, respectively, over the base years of 2010 to 2012. Hotel indicators have shown a steady march upwards, though less dramatic than airports. In 2018, hotel capacity grew to 115% and demand to 117%.
- Casino admissions remain stagnant, showing a 3% drop to 97% of the base years. In 2018, revenue remained the same as the prior year at 111% of the base. Visitation to state parks and welcome centers continue to depict an overall decrease. In 2018, state parks (77%) and

visitor centers (58%) decreased from the figures reported in 2017. It is important to note that casinos, state parks, and welcome centers have opened or closed over the last six years.

Figure 5: New Orleans Travel Indicators



Fort Pike State Historic Site has been closed since 2015.

- During 2018, the New Orleans area total jobs was unchanged, while leisure continued to grow steadily, showing a shift in the makeup of the job market. Airport indicators show a dramatic growth. Hotel capacity and demand also grew steadily. Overall activity at casinos, state parks, and welcome centers continued to depict an overall decrease.

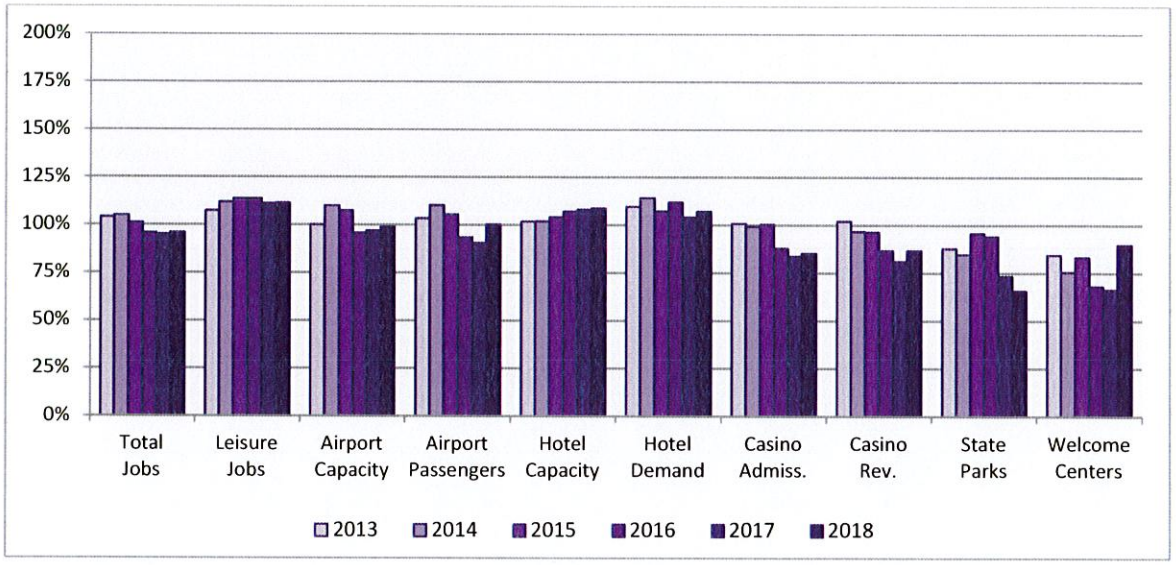
Figure 6: Baton Rouge Travel Indicators

Includes Tangipahoa parish. Capitol Park Welcome Center and Plaquemine Lock Historic Site have been closed since 2015.

- Total employment in the Baton Rouge area has been stable for the last three years, while leisure jobs' growth has slowed. Airport capacity and demand rebounded during 2017 and

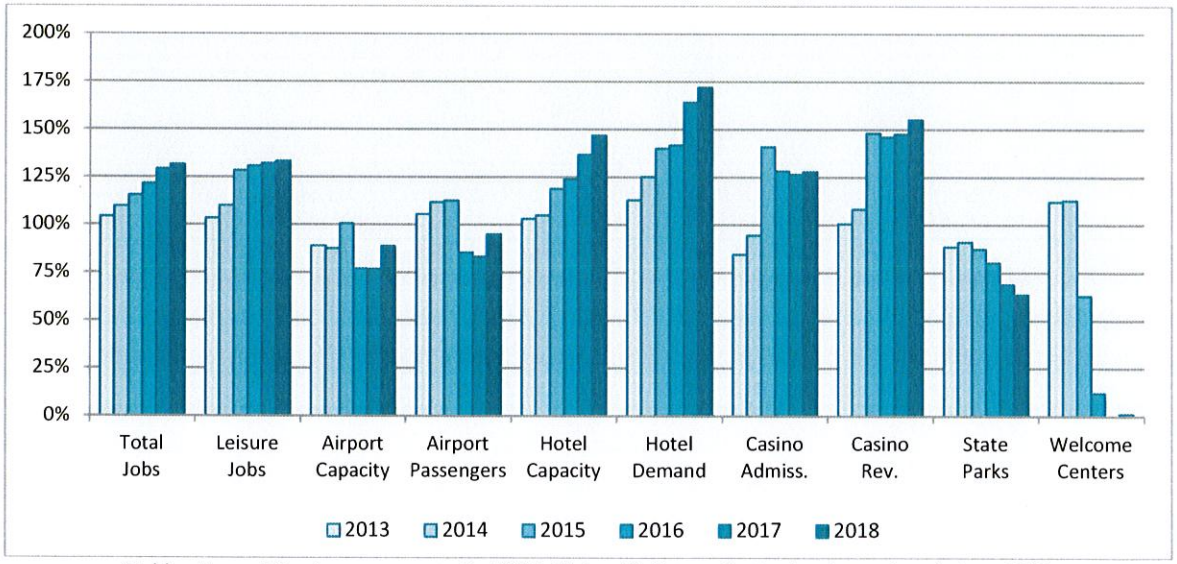
continued to grow during 2018. Hotel demand decreased despite the growth in capacity. Casino admissions and revenues decreased, but remained at levels well above the base years. Visitation to state parks and welcome centers continued to be at levels below the base years with some further erosion in welcome center activity.

Figure 7: Lafayette Travel Indicators



- Many tourism indicators in the Lafayette area show a small increase in 2018 after some decreases in the prior year or 2. Jobs were stable, but airport capacity and demand both increased to reach 100% of the base years. Hotel capacity retained an overall slow growth trend, while demand recovered substantially. Casinos and welcome centers recovered some losses while state parks maintained a decreasing trend in activity.

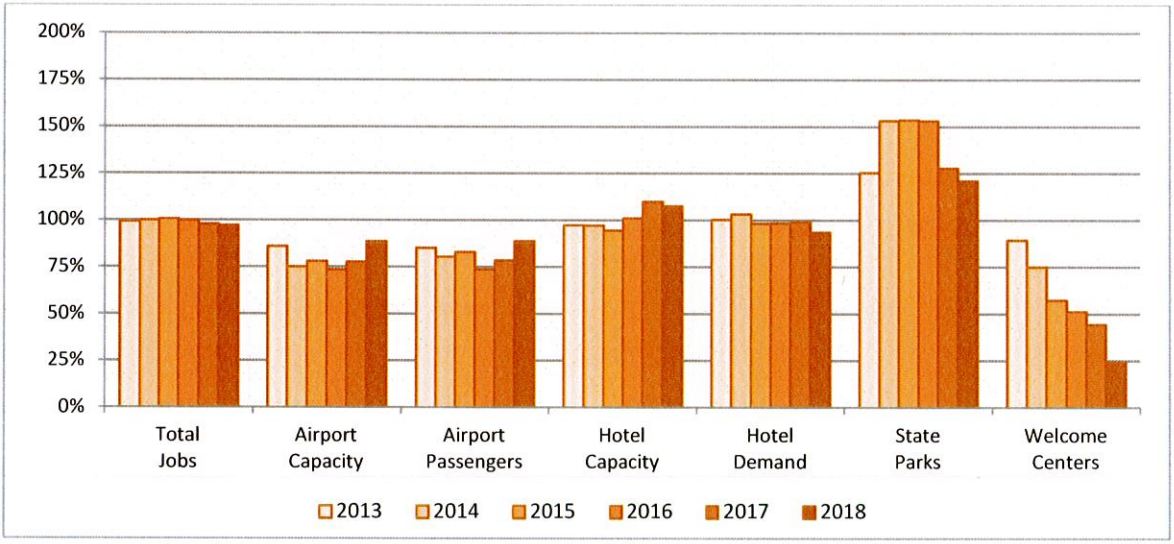
Figure 8: Lake Charles Travel Indicators



Golden Nugget Casino was opened in 2014. Vinton Welcome Center has been closed since 2015.

- The Lake Charles area continues to outpace all other areas for hotel and casino indicators. Supporting that trend, total and leisure employment reached new records in 2018. Though airport capacity and passengers ticked up in 2018, they have not recovered to the level of the base years yet, while hotel capacity and demand reached new records of high activity. Casino admissions maintained at a level 25% above base years while casino revenue continued to grow. State parks continued their decrease. Welcome center visits decreased significantly due to the closure of the Vinton center in 2015.

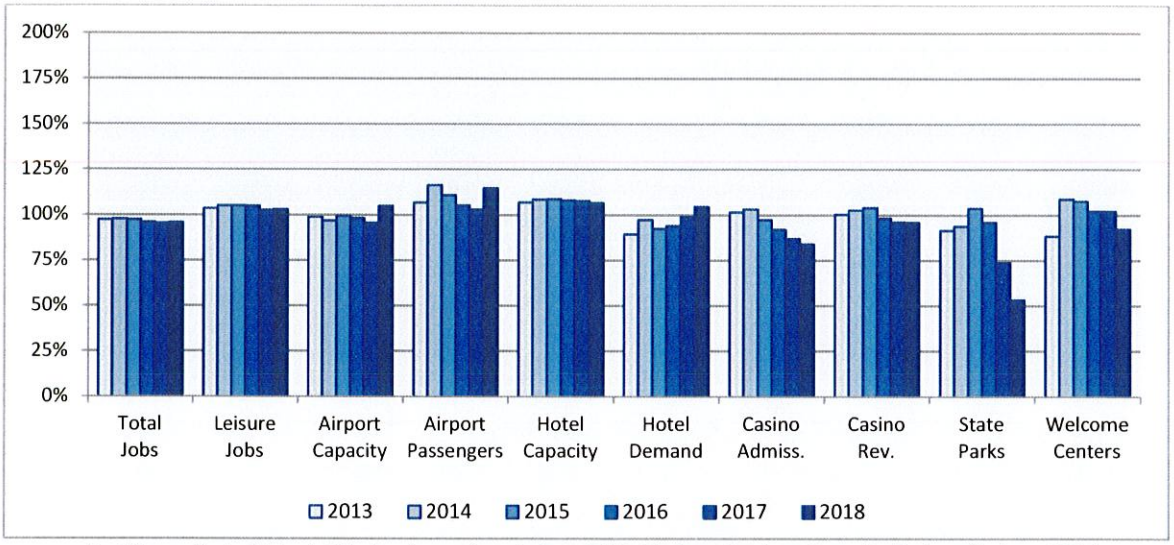
Figure 9: Alexandria Travel Indicators



Marksville State Historic Site has been closed since 2015.

- In 2018, the Alexandria area experienced a slight decrease in total employment. Both airport capacity and passengers increased. Hotel capacity dropped slightly after growing for three consecutive years, while demand slipped. Visitation to state parks and welcome centers continued to decrease.

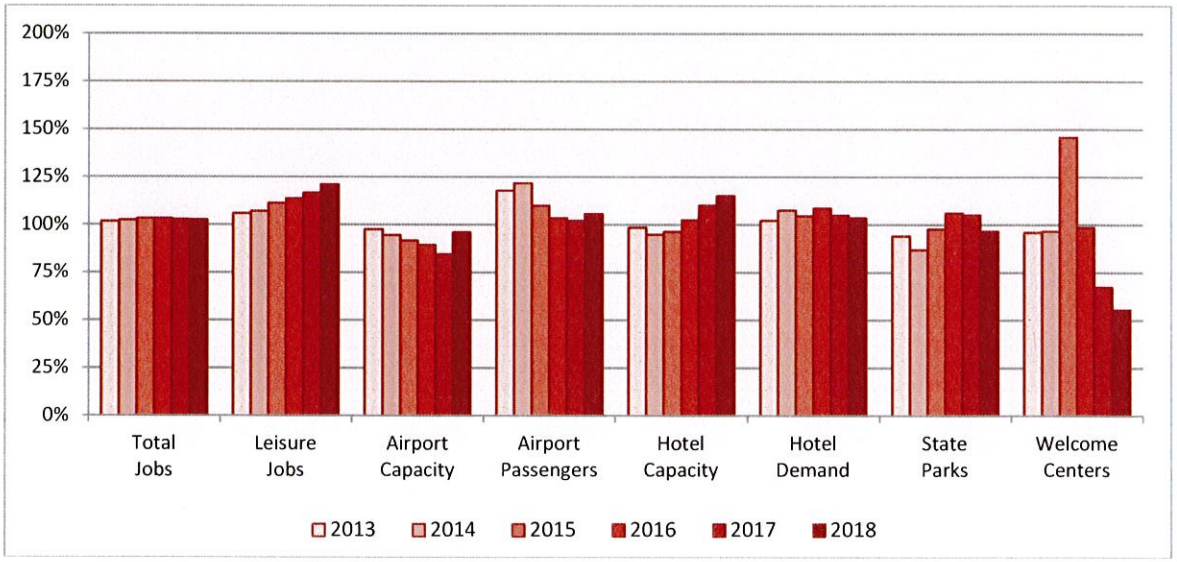
Figure 10: Shreveport Travel Indicators



Fort Jesup State Historic Site has been closed since 2015. Hodges Gardens State Park closed in late 2017.

- Unlike other areas in the state, total and leisure jobs in the Shreveport area have remained comparable in terms of growth. Airport capacity and passengers both increased in 2018. Hotel capacity was almost unchanged, while hotel demand increased. Shreveport is one of the few areas where the overall growth in capacity has remained higher than that of demand. Activity at casinos, state parks, and welcome centers continued to decrease.

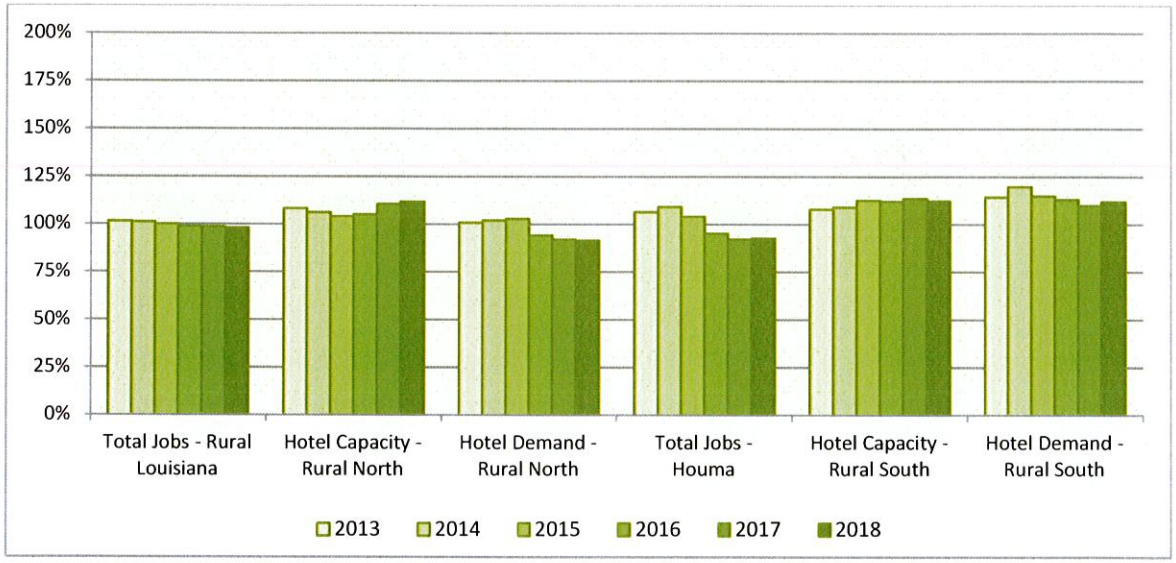
Figure 11: Monroe Travel Indicators



Mound welcome center significantly increased its activity during 2015.

- Total employment in the Monroe area was almost unchanged, while leisure jobs continued to grow. In 2018, both airport capacity and passengers ticked upwards. Hotel capacity continued to grow, while demand decreased slightly. Visitation to state parks decreased slightly. Welcome centers continued to decrease from records reached in 2015.

Figure 12: Other Areas Travel Indicators



- Total jobs for non-metropolitan areas in the north of Louisiana have decreased a small amount over the last six years. Hotel capacity in the same areas increased during 2018, while demand decreased slightly.
- Total employment in the Houma area was stable after losses in prior years. In the rural southern part of Louisiana, hotel activity was stable with hotel capacity moving slightly lower, while demand increased slightly.

Appendix A

Sources

Airport Capacity:
- Bureau of Transportation Statistics
- UNO Hospitality Research Center

Airport Passengers:
- Louis Armstrong Airport
- Louisiana Department of Culture, Recreation and Tourism (CRT)

Casino Admissions, Revenue, and Taxes:
- Louisiana Gaming Control Board

Convention Roomnights:
- New Orleans Convention & Visitors Bureau
- Visit Baton Rouge
- Lafayette Convention and Visitors Commission
- Lake Charles Convention & Visitors Bureau
- Shreveport-Bossier Convention & Tourist Bureau
- UNO Hospitality Research Center

Employment, Wages and Salaries, Personal Income, and GDP:
- United States Bureau of Labor Statistics (BLS)
- United States Department of Commerce, Bureau of Economic Analysis (BEA)
- Louisiana Workforce Commission (LaWorks)
- UNO Hospitality Research Center

Hotel Room Capacity, Demand (Room nights Sold), and Room rate:
- Smith Travel Research (STR)

Hotel Roomnights by Purpose (New Orleans):
- Hotelier Survey, Greater New Orleans Hotel and Lodging Association
- Smith Travel Research (STR)
- UNO Hospitality Research Center

International Visitors:
- Louisiana Department of Culture, Recreation and Tourism (CRT)
- Hotelier Survey, Greater New Orleans Hotel and Lodging Association
- UNO Hospitality Research Center

Population Estimates and Characteristics:
- United States Census Bureau
- UNO Hospitality Research Center

Taxes:
- Louisiana Department of Revenue
- State of Louisiana Division of Administration
- Louisiana Department of Culture, Recreation and Tourism (CRT)
- UNO Hospitality Research Center

Visitation to State Historic Sites, State Parks, and Welcome Centers:
- Louisiana Department of Culture, Recreation and Tourism (CRT)
- National Park Services

Visitor Type, Travel Decisions, and Primary Purpose:
- TNS survey data files
- UNO Hospitality Research Center

Visitor Spending Type:
- TNS survey data files
- UNO Hospitality Research Center

Cover Pictures:
- Louisiana Department of Culture, Recreation and Tourism (CRT)

Appendix B

Definitions of Key Terms

Visitor: Any person who comes temporarily to a specific area within the state of Louisiana and lives outside the travel destination. The term traveler is used as synonym, while "tourist" is not used as readers might not be aware that business travelers or meeting attendees are also tourists.

Domestic Visitor: A resident of the U.S. who travels to places outside his/her usual environment.

Foreign Visitor: A resident of a foreign country who travels to the U.S.

Overnight Visitor: Any visitor who spends at least one night in Louisiana.

Daytripper: Any visitor who does not stay overnight in Louisiana.

Short Term Visitor: Any visitor who stays in Louisiana for up to 15 days.

Long Term Visitor: Any visitor who stays in Louisiana for 16 days or more.

Association, Convention, Trade Show, and Corporate Meeting Visitor: A visitor who indicates that the primary purpose of visit is to attend a gathering such as a convention, trade show, exposition, or corporate meeting.

Business Visitor: A visitor who indicates that the primary purpose of visit is to conduct business in the state of Louisiana.

Leisure Visitor: A visitor who indicates that the primary purpose of visit is to vacation, visit friends and relatives, attend a special event, go to a sporting event, shop, dine out, gamble, or for entertainment. Visitors who pass through are also categorized as leisure visitors.

Valid Cases: Represent the number of responses of a particular question.

Percentage: Represents the number of times an event occurred in an experiment or study. It is estimated by dividing the number of responses in a particular category over the valid cases.

Percent of Cases: Indicate the percentage of *respondents* who select each category for a given question. It adds up to over 100% since each respondent can select more than one category.

Mean: The mean is a measure of central tendency that indicates the most representative score in a group. The arithmetic mean, often called average, is the sum of all scores divided by the number of scores. For example, if the scores are 1, 3, 4, 6, 9, the mean would be 4.6.

Median: The median is also a measure of central tendency that indicates the most representative score in a group. The median is helpful when the mean does not make sense (e.g., average party size of 3.1 or average number of kids of 2.5), or when the mean is affected by extreme scores or outliers. The median is the number that lies at the midpoint of a distribution. It divides the distribution of scores ranked from lowest to highest into two equal halves. For example, if the scores are 2, 3, 5, 7, 8, the median would be 5, with two scores above and two scores below.